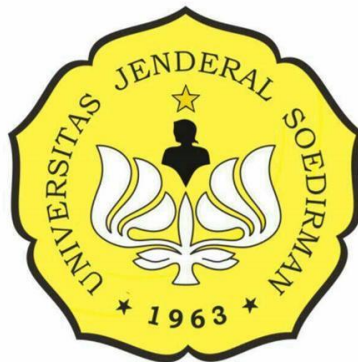


**FACTORS INFLUENCING BRAND SWITCHING BEHAVIOR: ROLE OF
VARIETY SEEKING NEED AS MODERATOR VARIABLE (Survey on
Smartphone Customers in Purbalingga Who Switch from Samsung to Another
Brand)**



THESIS

**By:
SHEILA FEBIASTUTI
C1K011033**

**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
JENDERAL SOEDIRMAN UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS
PURWOKERTO
2018**

**FACTORS INFLUENCING BRAND SWITCHING BEHAVIOR: ROLE OF
VARIETY SEEKING NEED AS MODERATOR VARIABLE (Survey on
Smartphone Customers in Purbalingga Who Switch from Samsung to Another
Brand)**

THESIS

**Prepared as one of the requirements to obtain bachelors degree of
economic in Faculty of Economic and Business, Jenderal
Soedirman University**

**By:
SHEILA FEBIASTUTI
C1K011033**

**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
JENDERAL SOEDIRMAN UNIVERSITY FACULTY OF ECONOMICS AND
BUSINESS PURWOKERTO**

2018